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Dear NHTSA Partners:

We are very pleased to share with you NHTSA's 2007 Integrated National Communications Plan.

While this document remains dynamic and will continue to change as new challenges and opportunities arise, we wanted to share this with you and our many other partners in advance so you will know what our plans are and so we may coordinate our work more closely. This is important because clearly what we can do collectively is so much more powerful and effective than what any of us can do on our own.

This national plan is, of course, anchored by our major national "Click It or Ticket" enforcement mobilization and the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns, but it also includes a year-round messaging strategy that again focuses heavily on leveraging the special media attention and public focus already surrounding key holidays and national events throughout the year. Our goal is to use these preexisting events to help keep our core social norming messages in front of our target audiences as often as possible even during relatively low enforcement periods.

In addition to the support materials offered for occupant protection and impaired driving prevention, NHTSA will also offer this year some new tools for your toolbox to help address rising crash, fatality and injury rates due to speeding, teen drivers, motorcycle crashes, pickup truck rollovers, etc.

All of these promotional tools and ideas are offered only to help support and assist you in developing your own promotional programs and activities. It is our hope that you will review the themes and activities provided in this plan, and then tailor these ideas and resources to fit your own unique marketing situations, objectives and needs.

In addition to sharing this plan with you, we will also be offering you regular updates, support materials and helpful tips on-line for your timely retrieval and use in advance of each calendar event through www.TrafficSafetyMarketing.gov and our other campaign web sites.

We hope you will join us in adopting and promoting these important highway messages year-round because clearly when we work together, we can have a much greater impact and save many more lives on our highways.

Once you review this plan, please feel free to contact our team should you have any questions or need any additional information. Thank you in advance for your continued help and support.

Sincerely,

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Associate Administrator

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Office of Communications and Consumer Information

National Highway Traffic Safety Administration





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Defining the Challenge

Despite tremendous life-saving gains since the enactment of federal motor vehicle and highway safety legislation in the mid-1960s, the annual human, financial and emotional toll of traffic crashes in America remains tragically high.

Nearly 2.7 million people were injured and more than 43,000 people died in highway crashes across America during 2005. That's an average body count of more than 117 Americans each and every day – who did not have to die – or nearly one victim every 12 minutes.

In the U.S. today, traffic crashes remain the leading cause of injury deaths – and the eighth leading cause of death overall. And sadly, motor vehicle crashes remain the number one cause of death for Americans between the ages of 3 and 33.

Recent research also confirms that minorities are overrepresented in motor vehicle crashes. Motor vehicle crashes are among the leading cause of death for African-Americans through the age of 29. Among Hispanics, motor vehicle crashes are the leading cause of death for those ages 3 to 34.

Nearly 2.7 million people were injured and more than 43,000 people died in highway crashes across America during 2005.

More than half (55%) of passenger vehicle occupants killed last year in highway crashes were not buckled up at the time of the crash.

Just as alarming, one person every 40 minutes, or approximately 35 people every day, die in traffic crashes involving a drunk driver or motorcycle operator with a BAC of .08 or higher.

But progress has been made. Seat belt use in America reached 82 percent in 2005 – a record high. Since 2000, seat belt use in America has increased by 11 percentage points. NHTSA estimates that nearly 16,000 lives were saved just in 2005 by the use of seat belts. If ALL passenger vehicle occupants over age 4 wore seat belts an additional nearly 6,000 more lives could have been saved.

But after steady gains for years, nationally observed belt use numbers for 2006 actually declined a percentage point from the previous year, so clearly much more needs to be done to reach the 19 percent who are not buckling up.

Pickup truck drivers and passengers, especially young males, are notorious for not buckling up. Observed belt use among pickup truck occupants is only 74 percent. Belt use among all rural motorists trails the national average by 3 percentage points. A recent study by the Federal Motor Carrier Safety Administration showed that only 54 percent of large truck and bus drivers buckle up. Belt use among teenagers and young adults (age 16 to 24), both males and females, also falls behind the national average.

Another alarming fact is that six children age 14 and younger were killed on average every day in motor vehicle crashes in the U.S. during 2004 – and traffic crashes remain the number-one cause of death for children of every age from 3 to 14.



Yet, research shows child safety seats reduce fatal injury for infants in passenger cars by 71 percent – and for toddlers (1 to 4 years old) by 54 percent. In 2004, an estimated 451 children under the age of 5 were saved as a result of effective child restraint use.

When it comes to child passenger safety, the big challenge now is increasing booster seat use among kids ages 4 to 7. Children who have outgrown their child safety seats, but who are still under 4' 9", are safer sitting in booster seats. Yet, a staggering 80-90% of all children in the United States who should be restrained in a booster seat are not.

Also of concern, only slow progress is being made in reducing impaired driving fatalities. Between 2005 and 2006, the number of alcohol-related fatalities on our roadways remained essentially flat. That means we must get even more aggressive if we are to make any significant progress in this area.

That is one of the biggest reasons why a strong new national enforcement brand, *Drunk Driving. Over the Limit. Under Arrest.*, was created and introduced during August in 2006 – and why NHTSA introduced a second national enforcement crackdown supported by paid advertising during the December 2006 holiday season.

A new focus on teens drinking and driving is also needed. Sadly, nearly one-third of our youngest drivers (ages 20 and under) killed in motor vehicle crashes had been drinking. And 16 percent of those young drivers who were killed had a BAC of .08 or higher.

To make matters worse, of those young drivers (ages 15 to 20) who had been drinking and were killed in crashes, 74 percent were not wearing seat belts.

Strong laws and enforcement are keys to saving lives, but so are our shared national, state and local communications efforts. Thousands of these crashes, and the fatal, financial and emotional impacts that result from them, could be prevented through an increase in the regular use of motor vehicle seat belts and a significant reduction in the number of impaired drivers on America's highways.

The Goal Is Clear - Saving Lives

Our overriding goal is clear: to reduce death and injury from crashes on our nation's highways.

To do that, we must increase the number of people regularly using seat belts and decrease the number of impaired drivers on our nation's highways.

In fact, if we are able to increase national seat belt use to 90 percent, an estimated additional 2,200 lives could be saved each year. It is estimated that for each 1 percent increase in the national seat belt use rate, we could annually save nearly 270 lives and over \$800 million in economic costs.

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Moreover, if we can continue to reduce the impaired driving rate by even a small percentage each year, we can save thousands more lives.

Therefore, our communication priorities are clear: to set in motion a series of public communication tactics and activities needed to significantly increase national seat belt use and to significantly reduce impaired driving in America.

The National Communications Plan

The following represents an integrated national communications plan in support of increased seat belt use, including child passenger safety, and the reduction of impaired driving for the calendar year 2007.

In addition, new tools are being added to the toolbox this year to help state and local partners address rising crash, injury and fatality rates due to speeding, teen drivers, increased motorcycle crashes, pickup truck rollovers, etc.

All of this is designed to help us reduce the number of lives being lost on our highways as we focus and achieve our national communication goals on these critical issues.

This plan's aim is not merely to communicate broad messages to the public, but to proactively support strong policies and sound programmatic efforts that encourage, create and achieve measurable behavioral change. Our aim is to encourage the public to regularly use their seat belts, put their children in appropriate child safety restraints and to stop driving while impaired.

Effective highway safety communications come from good data and smart and savvy programmatic strategies. And, of course, smart programs start with reasoned, sound policy.

After many years of trying numerous approaches to reach and persuade the public to change negative behaviors on the highways, we clearly know what works.

Program

Communications

The combination of high visibility enforcement with an intense flurry of paid advertising and publicity about that enforcement creates the heightened awareness and actual behavioral change we need to save lives.

The intent of this plan, therefore, is to deploy a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our major enforcement and advertising campaigns (the national "Click It or Ticket" mobilization and *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns).



In addition, a series of suggested bridging events and activities centered around key national holidays and events already in the public and media consciousness are included to help boost the year-round awareness and the impact of our core social norming messages.

The plan that follows is built upon two separate programmatic tracks – impaired driving and occupant protection – with the addition of some new optional materials to help address speeding, teen drivers, motorcycle safety, etc.

But all are included in ONE integrated, year-round calendar of synergistic tactics and activities. We believe these tactics and activities will not only help expand our efforts, but will hopefully help unite our broad network of advocates, alliances and partnering organizations to amplify the collective national message.

Targeting the Right Audiences

This plan has been developed after a thorough review and analysis of the extensive existing research to help segment and target the key audiences.

By carefully segmenting the target audiences psychographically, as well as demographically, and then using multiple media, paid and unpaid, to deliver simple and direct messages over and over again, we can best gain the target audience's attention and hopefully create and sustain new behavioral change.

Our messages must convince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers that prevent behavioral change. That's why our messages must also track with and support good program and enforcement activities.

Our aim is to understand and respond to the targets' preexisting knowledge, beliefs, values, motivations, perceived constraint and willingness to hear, accept and process our campaign messages. We must also understand the preferred dissemination channels to best and most cost-effectively reach those targets.

Our messages must convince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers that prevent behavioral change.

To help guide our planning, numerous sources and reports have been used, including these:

Traffic Safety Facts reports and fact sheets published annually by NHTSA's National Center for Statistics and Analysis (NCSA). NCSA compiles, analyzes and reports comprehensive data regarding highway safety based on two primary sources: the Fatality Analysis Reporting System (FARS) and the National Automotive Sampling System – General Estimates System (NASS-GES). NCSA reports cover all aspects of highway safety, including impaired driving and occupant protection.



National Occupant Protection Use Survey (NOPUS), an annual observation study to measure seat belt use rates. Selected demographic variables are included in the analyses and reports. NOPUS is NHTSA's only probability-based survey that observes belt use on the road in the U.S. NOPUS is conducted by NCSA.

Motor Vehicle Occupant Safety Survey (MVOSS), a biennial national telephone survey on occupant protection issues. MVOSS data are analyzed and reported according to a variety of demographic, behavior-based and attitude-based variables.

Prevention of Impaired Driving: Research and Recommendations, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli. This report covers the culmination of a multiphase research project that encompassed (1) a secondary research review of literature identifying high-risk impaired driving populations, (2) focus groups with professionals in the hospitality and related industries where alcohol is served/sold, (3) target audience profiling using data from Simmons National Consumer Survey of American Consumers, and (4) analysis of FARS data.

PRIZM geo-demographic lifestyle segmentation system (from Claritas, Inc.). The proprietary PRIZM model segments the U.S. population into 62 distinct clusters based on combinations of geography (defined specifically as zip codes or census tracts), demographic variables, lifestyle preferences and product preferences. From a database that we provide (for example, zip codes where fatal crashes involving pickup truck drivers occurred), the PRIZM system segments the database into the 62 different geo-demographic lifestyle clusters. In addition to identifying the highest priority clusters for the overall database, each cluster's profile provides useful, actionable information about the lifestyle, media and product preferences of the people falling within it.

Numerous other NHTSA-sponsored research studies and reports have also been consulted and referenced.

Building Strong Brands

If we are to learn from professional big-brand corporate marketers, sticking with and continuously building strong brands like "Click It or Ticket" and *Drunk Driving. Over the Limit. Under Arrest.* as instantly recognizable national, state and local highway safety brands is critically important to our effectiveness in actually changing public behavior, for several reasons.

Marketing experts tell us that achieving and maintaining national brand status and instant brand recognition requires consistency in presentation and broad geographical coverage.

Our consistency on "Click It or Ticket," for instance, has paid off by convincing more people to buckle up. That consistency has also helped build and sustain the new social norm of always buckling up, reinforcing and complimenting that appropriate behavior.

Achieving and maintaining national brand status and instant brand recognition requires consistency in presentation and broad geographical coverage.



Broad geographical coverage makes that brand pervasive. In our highly mobile nation of movers and travelers, the more people see, hear and recognize the "Click It or Ticket" and *Drunk Driving. Over the Limit. Under Arrest.* brands – wherever they may be in America – the more powerful and meaningful the brands' status becomes.

Unfortunately, "message discipline" is sometimes wrongly interpreted as saying the same line, every day, everywhere. But knowing when NOT to use a brand is just as important as using it consistently.

Obviously, we cannot promote a high-visibility enforcement crackdown every day, everywhere and be credible. Our law enforcement partners cannot be expected to sustain it. It is also too expensive to buy paid media year-round, and the news media typically will not cover the same story over and over again in consecutive media cycles.

Moreover, we also know that promoting an enforcement campaign without real enforcement is like Burger King not really letting their customers have their burgers "their way." Eventually, the public will just stop buying it. Without real enforcement, the word will quickly get out that we are "crying wolf."

Using an Enforcement and Social Norming Mix

A good approach to bridging the media gaps between national mobilizations and crackdowns is to launch an approximate mix of enforcement and social norming initiatives to extend our core highway safety messages. The goal is to create peaks and valleys in our communications program and to hit our highest peaks during our primary enforcement mobilizations and crackdowns, when we are deploying what we know works best in changing behavior: the combination of high-visibility enforcement with strong paid media and publicity about that enforcement.

Between these times, using other nationally recognized nonenforcement brands like "Buckle Up America. Every Trip. Every Time.," *Buzzed Driving is Drunk Driving* and *Friends Don't Let Friends Drive Drunk* provides an opportunity to extend our core safety messages while not oversaturating the use of our high-visibility enforcement messages.

Embracing social norming messages also allows us to look for marketing alliances with sports organizations and other corporations that already carry powerful brands important to our target audiences. Such organizations might not always be comfortable spending their resources to aggressively promote a strong enforcement message to our targets and their customers. A year-round mix of enforcement and social norming messages helps us avoid these conflicts by offering partnering organizations other options when teaming with us.

Overcoming Inherent Social Norming Challenges

Social norms are the accepted ways of thinking, feeling and behaving within a certain group. They serve as guides for peer behavior and help express group identity. Impacting or altering these social norms is not always easy and can be a slow process. That's why social norming marketing programs have traditionally faced some serious hurdles:



- 1. Lack of funding for the marketing effort often results in a reliance on free PSAs (public service announcements) and media relations rather than targeted paid advertising. The success of these campaigns is left totally in the hands of the media. The result is campaigns in which the PSAs run in time periods with low audience ratings. The reach and frequency achieved against the target audience are not sufficient and the desirable awareness levels are therefore not obtained.
- 2. There are often multiple organizations and coalitions sharing a common goal of changing target audience behavior in a certain way. Typically, the marketing communication programs of these programs are underfunded and uncoordinated. As a result, these organizations must rely on each other to help create awareness. Yet their communications programs are uncoordinated with one another and the overall marketing effort is noncohesive.
- 3. Social norming campaigns are typically sponsored by government or nonprofit organizations that may have little marketing experience. The communications programs are intended to increase awareness among the public, and although some of these programs do succeed in achieving that goal, many fail to actually change behavior. Behavioral changes are achieved more readily when the emphasis is placed on marketing rather than communications. Marketing programs must be fully integrated. But due to lack of marketing expertise, many social norming communications programs fail to achieve the desired results.
- 4. Underfunding of marketing communications programs is common among most organizations that have social norming goals. Therefore, the communications programs are usually of short duration, as are the awareness levels achieved among the public. Quite often momentum is lost as soon as the campaign is over due to inability to deliver a year-round message. The target audience then reverts back to the behavior the communications effort was intended to change.

We want to overcome the aforementioned hurdles by taking an even more comprehensive, integrated and aggressive marketing approach to increasing seat belt and child passenger safety seat use and reducing impaired driving fatalities. The strategies we've developed are based on a thorough study of the target audiences and how they think and act in their decisions relative to impaired driving and the use of seat belts and child passenger safety seats. These strategies, when fully implemented, will result in a year-round, fully integrated marketing program—one that is, hopefully, fully supported and embraced by our many national, state and local marketing partners.

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Creating Real Behavioral Change

This plan recognizes the lessons we've learned from past experiences: integrated marketing communication campaigns that combine strong mass media paid advertising with strong enforcement and significant publicity about that enforcement work best in creating real behavioral change.

As noted above, sustained behavioral change is very difficult to achieve through earned media, PSAs or advertising alone because the motoring public are being asked for just a short period of time to alter their behaviors – which may run counter to their habit or their perceptions of the threat level for not doing so.

Research has clearly shown that publicity without enforcement may run the risk of not being credible, but enforcement without publicity has too little reach or impact to truly alter behavior or create real social change.

New Tools for the Toolbox

To assist state and local partners with year-round planning and outreach, new tools and planner materials will also be created, introduced and posted on NHTSA's various campaign web sites throughout the year to help support such communications efforts as teen driving, motorcycle safety, belt use in pickup trucks, etc.

In some cases, specific dates on the National Communications Calendar have been identified for the suggested use or rollout of these materials, but in most cases, these new materials are being created to help state and local partners select and deploy them as needed for their own specific marketing plans and calendars.

Unifying the Partners

We hope that through the proactive release of this national plan, the planners and tool kits, many more of our national, state and local partners will join us in participating in this recommended year-round calendar of activities.

We have always collaborated through key alliances, coalitions and partnerships to amplify our national messages, expand our reach and boost the critically important face-to-face educational and interpersonal communication of our messages to create the kind of tangible social and peer pressure needed for real behavioral change.

This plan, through its integrated calendar of events, recommended activities and pre-designed series of themed event planners and support materials, will hopefully provide even more tangible marketing support for our many national, state and local partners as we collectively work to boost the regular use of seat belts and child passenger safety seats and decrease the number of impaired drivers on our roadways.

This plan, through its integrated calendar of events, recommended activities and pre-designed series of themed event planners and support materials, will hopefully provide even more tangible marketing support.



National Outreach with Local Support

The intent of this national communications plan is to provide partners with the materials needed to generate a steady stream of earned media and promotional activities resulting in news coverage and public exposure across the nation to influence as many Americans as possible to always wear their seat belts and to never drive impaired.

By advancing this year-round communications program, we also hope to assist and create added momentum and coverage for the earned media programs and activities being deployed by state and local partners seeking these same programmatic objectives.

In addition, we intend to make available to our partners, through www.TrafficSafetyMarketing.gov, as well as www.StopImpairedDriving.com and www.BuckleUpAmerica.org, more helpful marketing tips, as well as materials and information centered around the calendar events selected for special emphasis in this plan. Some specifics related to these earned media and marketing planners are identified and outlined in the Impaired Driving and Occupant Protection sections that follow.

NHTSA will also offer our partners culturally appropriate resources and materials to help reach out to African-Americans and newly arrived Latinos who may not be reached with sufficient frequency through the general media to counter their relatively high impaired driving and low seat belt usage rates.

In addition to the marketing materials centered around the major mobilizations, crackdowns and bridging events, NHTSA will also be adding this year new optional advertising, collateral and earned media materials in support of issues such as speeding, teen drivers, motorcycles, etc., to assist state and local partners with their communications planning and marketing activities.

And when needed, NHTSA is also prepared to offer technical advice and support to our partners on these many important outreach efforts.

Strategic Summary

In summary, we have utilized the following guiding principles and strategic objectives in forming this national plan:

- 1. Always begin highway safety communications with strong, clear policies and programs.
- 2. Through aggressive enforcement activities, paid media advertising and earned media publicity, continue to push for high levels of public awareness and real behavioral change during the "Click It or Ticket" national enforcement mobilization and the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement impaired-driving-prevention crackdowns.
- 3. Use research to further define the target audience and their perceptions on impaired driving and seat belt use.



- 4. Build awareness between national mobilizations and throughout the year with a series of calendar-specific marketing events supported by earned media relations and aggressive grassroots marketing programs to reach these target audiences.
- 5. Provide state and coalition partners with this national plan, additional research information, more calendar-driven planners and new year-round campaign activities and marketing tools to help them develop more communications activities coordinated with our national marketing program.
- 6. Introduce new optional communications support materials on speeding, teen driving, motorcycles, etc., to assist state and local partners with their communications planning and marketing activities on these and other important issues.
- 7. Continue the use of **www.TrafficSafetyMarketing.gov** and the other communications campaign web sites to increase the timeliness, helpfulness and utilization of our recommended messages and materials by our many national, regional and local partners.
- 8. Explore guerrilla marketing opportunities with corporate partners to provide significant new promotional support for seat belt and impaired driving initiatives and to better reach the often-tough-to-reach male, ages 16 to 34, target audiences.

Staying Focused and Coordinated

After significant review, discussion and refinement, this national communications plan is intended to guide and keep us focused on our activities in support of our existing major mobilizations and crackdowns, on major coalition and partnership initiatives and on a new year-round calendar of national communication tactics and bridging activities.

We also hope this plan will help our many highway safety partners simultaneously and synergistically focus with us around these events and around the ongoing series of simple, direct and consistent national messages we believe will help us best reach and motivate our target audiences.

If successful in mobilizing such a well-planned, coordinated national communications approach, we are confident we can achieve even greater success in creating real measurable change across America in reducing impaired driving and increasing the regular use of seat belts and child passenger safety seats.



Overview

Despite the tireless efforts of thousands of safety advocates and law enforcement officials, more than 16,800 citizens lost their lives in alcohol-related traffic crashes during 2005—representing nearly 39 percent of all traffic fatalities in the U.S. last year.

Nearly 13,000 of those fatalities in 2005 involved a driver or motorcycle operator with an illegal blood alcohol concentration (BAC) level of .08 or higher.

In addition, an estimated 254,000 persons were injured in crashes during 2005 where police reports indicate alcohol was present. That means one American is injured approximately every two minutes in an alcohol-related crash somewhere in the nation.

After declining in the 1980s and early 1990s, the number of alcoholrelated fatalities on the nation's highways each year remained essentially the same for a decade, and after slight decreases during the previous two years, the number essentially remained flat during 2005. More than 16,800 citizens lost their lives in alcoholrelated traffic crashes during 2005. In addition, an estimated 254,000 persons were injured in crashes.

Clearly much more work must be done:

- Impaired driving is still one of America's most often-committed and deadliest crimes. According to the FBI's Uniform Crime Report, more than 1.4 million people nationwide were arrested in 2004 for driving under the influence;
- The highest percentage of drivers in fatal crashes with BAC levels of .08 or higher was among drivers 21 to 34 years old;
- NHTSA's data also show that motorcycle operators have the highest incidence of drunk-driving related fatal crashes. In 2004, motorcycle operators accounted for 27 percent of all fatal crashes involving BAC levels of .08 percent and higher. (Impaired drivers of passenger cars and light trucks accounted for 22 percent and 21 percent, respectively, in comparison.)
- The rate of alcohol involvement in fatal crashes is more than three times higher at night than during the day (60 percent vs. 18 percent). For all crashes, fatal and nonfatal, the alcohol involvement rate is five times higher at night;
- Weekends are particularly dangerous. In 2004, 30 percent of all fatal crashes during the week were alcohol-related, compared to 51 percent on the weekend.

Alcohol-related fatalities as a percentage of all traffic fatalities jump dramatically during national holidays and celebrations. New Year's Eve, Memorial Day, Labor Day, Christmas, St. Patrick's Day, Super Bowl Sunday, Halloween and Thanksgiving weekend are all very deadly times of the year due to impaired drivers.

That is why this plan, in addition to promoting the two strong national *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns, features several other important social norming opportunities around strategically important dates on the calendar.



This plan is intended to provide strong strategic communications support for a multipronged strategic approach being deployed to combat impaired driving. An aggressive communications program is but one leg of a four-legged stool that also includes highly visible enforcement; screening, intervention and treatment; and prosecution and adjudication.

Strategic Summary

During 2006, the National Highway Traffic Safety Administration developed, tested and introduced a strong new national enforcement campaign brand: *Drunk Driving*. *Over the Limit*. *Under Arrest*. to combat impaired driving.

The new campaign theme replaces You Drink & Drive. You Lose., which NHTSA and state and local partners across the nation have been using in support of enforcement activities since 1999.

National paid advertising featuring *Drunk Driving. Over the Limit. Under Arrest.* will be featured twice during 2007 to support the national enforcement crackdowns during August/September 2007 and again during December 2007.

Throughout 2007, we will also implement an impaired-driving-prevention marketing program with a series of year-round calendar-driven marketing opportunities to help support our social norming messages.

National paid advertising featuring *Drunk Driving. Over the Limit. Under Arrest.* will be featured twice during 2007 to support the national enforcement crackdowns.

Understanding the Target Audiences

Primary Audience During the Enforcement Crackdown

During the new high visibility national enforcement crackdown, the primary target audience will continue to be men ages 21 to 34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys during enforcement campaigns resulted in favorable outcomes.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other subsegment targets. These segments are based on extensive research by Porter Novelli. Four segments will be primary, two will be secondary, and one tertiary.

A brief description or profile of each of these target groups is outlined below to help us better understand who they are, how to reach them and some preferred ways to help motivate them.



PRIMARY SEGMENT #1 "RISK TAKERS"	PRIMARY SEGMENT #2 "BLUE COLLARS"	PRIMARY SEGMENT #3 "COLLEGE STUDENTS"	PRIMARY SEGMENT #4 "HIGH SCHOOL STUDENTS"
Demographics • Men, ages 18-29, single, without children	Demographics • Men, ages 25-35, low disposable income, low level of education, blue-collar occupations	Demographics Men and women (male skew), ages 18-22, living in apartments or other rental housing (typically sharing living arrangements with other students) Special considerations for Hispanic subsegment: Men, ages 18-34, living in rooms or apartments, often with extended family members or friends	Demographics • Adolescents (male skew), ages 16-18, still living with parents, wide range of household income levels
Lifestyle and social characteristics that lead to problem behavior • Drink to unwind and/or relax • Drinking is perceived as a rite of passage • Feel invincible • Career-driven/success-driven workaholics • Highly competitive • Won't acknowledge limitations • Considerable job-related travel Additional considerations for Hispanic subsegment: • Cavalier attitudes about drinking/driving risks • High levels of socialization with those at home and work (many are in the U.S. without families)	Lifestyle and social characteristics that lead to problem behavior • Feel "stuck" in life due to limited financial resources or opportunities to improve their jobs, lifestyles or financial status • Lives marked by "routines" which, during leisure periods, include frequenting the same places and regularly being with the same group of people • Drinking is part of routines that offer "escape"	Lifestyle and social characteristics that lead to problem behavior Drink to socially conform with peers Drinking perceived as a rite of passage "Experimenting" - trying new things Feel invincible Competitive and success-oriented Won't acknowledge their limitations Don't think of long-term consequences of actions	Lifestyle and social characteristics that lead to problem behavior • Drink to socially conform with peers and/or to get attention • Drinking perceived as a rite of passage • "Experimenting" and interested in finding out what extreme behaviors they can get away with • Feel invincible • Won't acknowledge their limitations (possibly not even aware of their limitations) • Don't think of long-term consequences of actions
Selected media and lifestyle preferences Sports, music and pop culture dominate their interests Internet-savvy Read magazines like Sports Illustrated, Maxim, Rolling Stone, Car & Driver and Hot Rod Watch TV programs on cable networks like HBO, ESPN, MTV and Comedy Central	Selected media and lifestyle preferences Negligible use of Internet Read magazines like Sports Illustrated, Hot Rod, Field & Stream, North American Hunter and Guns 'n' Ammo Watch TV programs on cable networks like ESPN, TNN, ESPN2, Country Music Television and Speedvision	Selected media and lifestyle preferences • Music and pop culture dominate interests • Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment • Don't watch a lot of TV (especially men) • "Elusiveness" and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers)	Selected media and lifestyle preferences • Music and pop culture dominate interests • Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment • Don't watch a lot of TV • "Elusiveness" and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers).
What we should say or show about impaired driving that would change behavior It's cowardly, irresponsible and/or immature It's a threat to your career and financial success/future Risk through impaired driving is a negative (not a positive) Additional considerations for Hispanic subsegment: Threat of being stopped by police and getting a ticket, losing his license, going to jail, or being deported Threat of life-altering and/or job-ending injuries if in a crash Threat of financial, mental and physical burdens on family	What we should say or show about impaired driving that would change behavior It's a threat to your family and/or way of life It's a threat to your employment It's a threat to your vehicle — costly repairs, increased insurance rates You'll be identified socially in undesirable ways Additional considerations for Hispanic subsegment: Threat of being stopped by police and getting a ticket, losing his license, going to jail, or being deported Threat of life-altering and/or job-ending injuries if in a crash Threat of financial, mental and physical burdens on family due to injury, jail time and/or job-loss	What we should say or show about impaired driving that would change behavior • Facts • It's cowardly, irresponsible and/or immature • It's a threat to your career and financial success and future • It results in legal hassles, even jail time • It can be costly – car repairs, increased insurance rates • It creates an "uncool" social stigma	What we should say or show about impaired driving that would change behavior • Facts • It's cowardly, irresponsible and/or immature • It's a threat to your acceptance to college and/or future success • It results in legal hassles, even jail time • It creates an "uncool" social stigma





SECONDARY SEGMENT #1 "SOCIAL CONFORMISTS"	SECONDARY SEGMENT #2 "TYPE A's"	TERTIARY SEGMENT "NEWLY ARRIVED LATINO IMMIGRANTS"
Demographics • Women, ages 21-25, in college or starting in their first professional positions	Demographics • Men, ages 35-59, high income, established in professional/managerial/high-level white collar jobs	Demographics • Men, ages 18-34, speak Spanish primarily, unaware of impaired driving laws and BAC levels
Lifestyle and social characteristics that lead to problem behavior • Having fun and trying new things • Have active social lives, which include frequent drinking • Insecure among peer groups • Appearance-conscious • Easily swayed by others, especially people perceived as successful	Lifestyle and social characteristics that lead to problem behavior Career-driven workaholics Highly competitive Won't acknowledge limitations Feel infallible Driving is part of their work routines. In addition to daily commuting, they do a lot of job-related travel Grew up prior to major advocacy and education efforts by MADD and SADD	
Selected media and lifestyle preferences Music and pop culture dominate their interests Internet-savy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV. When they do, it's usually entertainment and music-oriented programming Read magazines such as Glamour, Mademoiselle, Cosmopolitan and Vogue	Selected media and lifestyle preferences Internet-savvy Read magazines like Sports Illustrated, Time, Newsweek, and Consumer Reports Watch TV programs on cable networks like ESPN, CNN, MSNBC and The Discovery Channel Frequent newspaper readers, especially for news, sports and financial information	Selected media and lifestyle preferences Use mostly Spanish-language media (including TV and radio) Latin music aficionados; enjoy listening to live music and dancing at clubs and bars Negligible Internet use
What we should say or show about impaired driving that would change behavior • Facts • Empowerment; "make your own choices" • Legal and moral accountability • It's a threat to your career and financial success/future	What we should say or show about impaired driving that would change behavior It's a threat to your family life and overall lifestyle It's a threat to your career and financial success It's a threat to your reputation — the person you've worked hard to become	What we should say or show about impaired driving that would change behavior • Facts • Impact of injury and/or arrest on your family • Legal accountability (including threat of jail time) • Authority of government/police



The National Enforcement Crackdown

The cornerstones of our national communications program are the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns that include paid national advertising and national earned media activities to support these events.

Drunk Driving. Over the Limit. Under Arrest.

August/Labor Day

Advertising Paid Media: 8/15 – 9/3 Earned Media Period: 8/8 – 9/3 Enforcement Period: 8/17 – 9/3

Holiday Season

Advertising Paid Media: 12/15 – 31 Earned Media Period: 12/15 – 31 Enforcement Period: TBD

While other specific launch details for the 2007 crackdowns have not been determined, it will closely follow the model established by the 2006 crackdowns.

A summary of the 2006 Impaired Driving National Paid Advertising Plan used to support the August/Labor Day crackdown is included in the Appendix of this plan under Exhibit 1, page 40. The primary target audience for the 2006 campaign was men ages 21 to 34. Assessments of past crackdowns have shown that targeting this high-risk demographic has resulted in favorable outcomes.

Although a subsegment of this group, Hispanic men, has been identified as a tertiary group for non-crackdown periods, Hispanic men (also in the 21-34 age group) rise to an important secondary target audience during the high-visibility enforcement crackdowns, in the national media buy.

Should for any reason federal funding not become available to pay for the paid advertising portion of these national enforcement crackdowns, then the earned media components described in this plan will become even more important. Highly visible kickoff events to showcase law enforcement's commitment and leadership will be critical in carrying the crackdown message to the target audience. An aggressive program of other national earned media activities, such as development and distribution of national video soundbites and B-Roll release, and an aggressive program of strategic broadcast appearances, interviews and satellite media tours with national television and radio will also be implemented.



Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 18, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

Core Campaign Messages

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate "the real costs" of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 21-34	Drunk Driving. Over the Limit. Under Arrest.
Youth	Used to communicate anti-DUI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DUI is something that affects the rest of your life.	High school and college students, ages 16-20	To be determined
Social Norming	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. Supported by a variety of partners that don't support enforcement messaging.	Males, ages 21-34 and high school and college students, ages 16-22	Friends Don't Let Friends Drive Drunk. Designate a Sober Driver. Buzzed Driving is Drunk Driving. Designate a Sober Driver.

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events should also be considered. These promotional partnerships will be announced in the planners as appropriate.



Buzzed Driving is Drunk Driving.

In late 2005, NHTSA teamed with The Advertising Council to launch a new national PSA series called *Buzzed Driving is Drunk Driving*.

This new campaign primarily targets men, ages 21-34, who drink and drive yet do not think of themselves as "drunk drivers" or consider themselves to be true hazards on the roadways.

Recognizing that "buzzed" is the drinking-level descriptor of choice among this target, rather than "drunk," which is often viewed as being clearly "out of control" or "obviously impaired," NHTSA and the Ad Council hope to get more young men and others talking about and recognizing the real dangers of "buzzed" driving — with the ultimate goal of getting more people to stop driving while "buzzed."

A Schedule of Year-Round Marketing Activities to Counter Impaired Driving

To reach out to and remain in regular, recurring contact with targeted high-risk populations for impaired driving, a variety of specific, year-round event initiatives with potential activities, alliances and planner materials is outlined on the following pages.

These promotional ideas are offered only to assist state and local partners in developing their own unique promotional programs and activities. We hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on www.TrafficSafetyMarketing.gov, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a "nonenforcement" theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community plans to conduct a high visibility law enforcement blitz as part of the event, then clearly *Drunk Driving. Over the Limit. Under Arrest.* should be incorporated instead.



January 2007

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers and football fans during the season of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

January 28 - February 4, 2007

Message of Emphasis

Fans Don't Let Fans Drive Drunk. Designate a Sober Driver.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Fans Don't Let Fans Drive Drunk.

Potential Planner Components

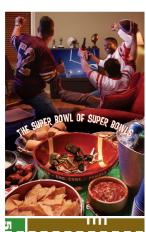
Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

- Suggested talking points and fact sheet
- Basic news release
- · Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA











March 2007

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 11-17, 2007

Message of Emphasis

Buzzed Driving is Drunk Driving.

Primary Audience

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Buzzed Driving is Drunk Driving. Designate Your Sober Driver Before the Parties Begin.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA









April 2007

Calendar Event

Motorcycle Awareness

Primary Purpose

To remind and educate motorcycle operators to always wear protective gear and to never operate their motorcycles when impaired.

Window of Opportunity

April 23 - May 4, 2007

Message of Emphasis

TBD

Primary Audience

Motorcycle operators and their rider passengers

Potential Theme

TBD

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA



June/July 2007

Calendar Event

Fourth of July/Independence Day

Primary Purpose

To support enforcement activities around July 4th and to promote the use of designated drivers.

Window of Opportunity

June 24 - July 7, 2007

Messages of Emphasis

Drunk Driving. Over the Limit. Under Arrest. Buzzed Driving is Drunk Driving.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- Motorcycle Operators

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving. Designate a Sober Driver.

Potential Planner Components

Unique collateral templates for:

- Art for guerrilla marketing, e.g., indoor restroom boards
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Movie screen art

- Suggested talking points and basic fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA









August/September 2007

Calendar Event

Impaired Driving National Enforcement Crackdown

Primary Purpose

To deter impaired driving by generating maximum exposure for national enforcement crackdown.

Window of Opportunity

August 15 - September 4, 2006

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- Motorcycle Operators

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Event Theme

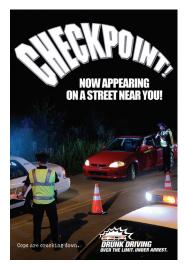
Drunk Driving. Over the Limit. Under Arrest.

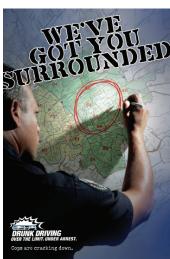
Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template endorsing crackdown
- Op-ed template
- · Letter to editor template
- Radio PSA script template
- Sample print PSA









October 2007

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween to offer a real reminder of the risk of death, disfigurement or disability that can come from impaired driving.

Window of Opportunity

October 26-31, 2007

Message of Emphasis

Buzzed Driving is Drunk Driving. Designate a Sober Driver.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Don't Let Halloween Turn Into a Nightmare. Buzzed Driving is Drunk Driving.

Potential Planner Components

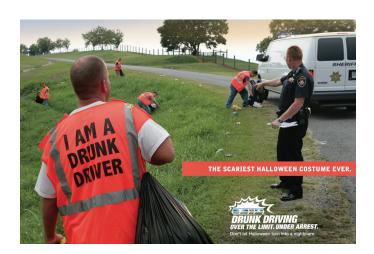
Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- · Coaster/napkin art
- Poster art
- Point-of-purchase displays

- · Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA









December 2006

Calendar Event

Holiday Season/New Year's Eve

Primary Purpose

To support enforcement activities and to remind all holiday partygoers of the dangers of driving impaired.

Window of Opportunity

December 1-31, 2007

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest. Buzzed Driving is Drunk Driving.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Drunk Driving. Over the Limit. Under Arrest.

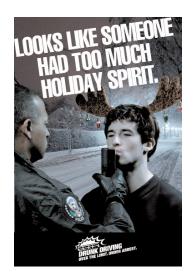
Buzzed Driving is Drunk Driving – Designate a Sober Driver.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Art for movie preview screens

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template









Overview

Seat belt use clearly saves lives and prevents injuries. The good news is seat belt use in America has reached 81 percent. In fact, since 2000, seat belt use in America has increased by 11 percentage points, which translates to over 2,000 more lives saved each year. The bad news is after several years of steady gains, seat belt use actually slipped a point last year.

Regardless, our observational research (NOPUS, 2006) clearly indicates that nearly one in five U.S. motorists still choose not to wear their belts, so much more must clearly be done to reach them if we are going to make any further progress.

Pickup truck drivers, especially young pickup truck drivers, are notorious for not buckling up. Only 74 percent of pickup truck drivers are buckling up. A recent study by the Federal Motor Carrier Safety Administration also showed that only 48 percent of large truck and bus drivers buckle up. Belt use among teenagers and young people (ages 16-24) falls behind the national average by three percentage points. More alarming, teen belt use in the South lags behind the national average by an astonishing 22 percent.

Our observational research (NOPUS, 2006) clearly indicates that nearly one in five U.S. motorists still choose not to wear their belts, so much more must clearly be done to reach them if we are going to make any further progress.

The fatality numbers bear this out. Fifty-five percent of those killed in highway crashes each year are not wearing their seat belts. The percentages are even higher for teenage victims (64%) and young adults (68%). In 2004, 68 percent of pickup truck drivers who were killed were unrestrained (compared to 48 percent in passenger cars).

Nighttime seat belt use is also a huge problem. Almost two thirds (64%) of all passenger vehicle occupants killed at night are unrestrained – compared to 47% during the day.

This is why our work is so important. If we are able to increase national seat belt use to 90 percent, an estimated 2,200 additional lives could be saved each year.

In fact, it is estimated that for each 1 percent increase in the national seat belt use rate, we could annually save nearly 270 lives, and over \$800 million in economic costs.

Child Passenger Safety

Just as importantly, there is still much work to do in ensuring the safety of America's children in our motor vehicles. Motor vehicle crashes are the leading cause of death for children of every age from 3 to 14. Every day in the United States during 2004, an average number of six children ages 14 and younger were killed and 673 were injured in motor vehicle crashes.



Although 98 percent of infants and 93 percent of children ages 1 to 3 observed were riding restrained in child safety seats, just 73 percent of kids ages 4 to 7 – who should be riding in booster seats – were restrained last year (NOPUS, 2004).

Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars.

But too many parents are under the false impression that children who have outgrown child safety seats can move right into seat belts. Nothing is further from the truth. Seat belts, which are designed to fit adults, will not fully restrain a child in a crash.

One study showed that children ages 2 to 5 who are moved from child safety seats to seat belts too early are four times more likely to sustain a serious head injury than those retrained in booster seats.

So the message is simple: "If they're under 4'9", they need a booster seat."

For maximum child passenger safety, parents and caregivers need to be reminded to always follow the "4 Steps for Kids:"

- 1. Use rear-facing infant seats in the back seat from birth to at least 1 year of age and until they weigh at least 20 pounds;
- 2. Use forward-facing toddler seats in the back seat from age 1 and 20 pounds to about age 4 and 40 pounds;
- 3. Use booster seats in the back seat from about age 4 to at least age 8 or until the child is 4'9" tall.
- 4. Use seat belts at age 8 and older or taller than 4'9". All children age 12 and under should ride in the back seat.

Continual communication with the target audience is necessary due to a perpetual supply of new parents responsible for protecting child passengers. Further, such communication continuity is needed because of ongoing upgrades and design changes to child-restraint-system models (such as LATCH systems) and changes to occupant-protection laws in states.

Strategic Summary

During 2007, we will implement a marketing program to deliver a year-round series of important occupant protection messages.

The cornerstone of the program is the national "Click It or Ticket" enforcement mobilization during the August/Memorial Day period, supported by paid national media advertising and national earned media activities.

2007 National Mobilization "Click It or Ticket"

Earned Media Period: 5/8 - 6/4

Advertising Paid Media: 5/15/ - 5/28

Enforcement Period: 5/22 - 6/4

Interspersed around the mobilization will be other calendar-driven marketing events that will promote our core occupant protection messages year-round.



Understanding the Target Audiences

Primary Audience During the Enforcement Mobilization

During the "Click It of Ticket" enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18 to 34, which includes those who typically don't wear seat belts, as well as part-time users. Assessment of past mobilization efforts has shown that targeting this demographic group for paid media buys resulted in favorable outcomes.

Target Audiences During Nonmobilization Periods

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

Segment #1: 18- 34-year-old rural males who drive pickup trucks

Segment #2: Teens Segment #3: Tweens Segment #4: Hispanics

Segment #5: African-Americans

A brief profile follows on each of these to help us better understand who they are, how to reach them and preferred approaches in motivating them.

Child Safety Seats

In addition, two other target audiences have been identified for our marketing efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1: Parents and grandparents of infants and toddlers.

Segment #2: Parents and grandparents of children old/large enough for booster seats.

A brief profile and description of each of these two target audiences also follows.



				Old 1 2007
SEGMENT #1 18- 34-YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS	SEGMENT #2 TEENS	SEGMENT #3 TWEENS	SEGMENT #4 HISPANICS	SEGMENT #5 AFRICAN-AMERICANS
Demographics • Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations	Demographics • Teenage drivers, ages 16-20	Demographics Boys and girls ages 8 to 12 who, due to age and/or size, no longer are required to sit in child safety seats or booster seats	Demographics • First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share of the Hispanic population: California, Florida, New York, Texas	Demographics • African-American adults, with emphasis on men ages 18-34
Lifestyle and social characteristics that lead to problem behavior Compared to non-pickuptruck drivers, more likely to not wear belts because they "don't like being told what to do." May consider belts as an abridgement of their sense of freedom Compared to non-pickuptruck drivers, they cite more reasons (i.e., excuses) for not wearing belts Generally engage in riskier behaviors, compared to most other adults Other factors that likely lead to nonuse or only occasional use of belts: Sense of invincibility Less chance of being ticketed (especially in rural areas) Physical size of truck leads to belief that it's safe Not in habit of wearing belt	Lifestyle and social characteristics that lead to problem behavior The "most important reason" for nonuse of belts is "I forgot to put it on"; the second and third ranked reasons (respectively) are "I'm driving only a short distance" and "The belt is uncomfortable." Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts Males, in particular, generally engage in riskier behaviors, compared to most other adults Significantly more likely than older drivers to agree with these state- ments: "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in a crash." "A crash close to home is usually not as serious as a crash farther away." "I would feel self- conscious around my friends if I wore my seat belt and they did not."	Lifestyle and social characteristics that lead to problem behavior Safety belts are uncomfortable If parents don't always wear their safety belts, their children also are less likely to wear belts Self-conscious about wearing belt if other passengers (especially peers) aren't using belts Safety belts aren't "cool" Belief that restraint is not necessary for "short trips" Forgetfulness (on the part of the driver and/or the tween passenger) If tween passenger is in the back seat, perception that belts aren't really necessary in the back seat (i.e., no threat of windshield or dashboard injury)	Lifestyle and social characteristics that lead to problem behavior • Unfamiliar with safety belt laws • More likely than non-Hispanics to not use belts because of belief that "probability of being in a crash is too low" • Significantly more likely than non-Hispanic drivers to agree with these statements: - "Seat belts are just as likely to harm you as help you." - "Putting on a seat belt makes me worry more about being in a crash." - "A crash close to home is usually not as serious as a crash farther away." - "I would feel selfconscious around my friends if I wore my seat belt and they did not." - "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the attitude statements of the African-American segment) • Some indication that Hispanic men perceive belts as "not macho" and that wearing belts make them look paranoid • For some, the safety belts in their vehicles are damaged and inoperable	Lifestyle and social characteristics that lead to problem behavior Some consider that buckling a safety belt is a statement of no confidence in the driver's abilities, whether the driver is oneself or another Significantly more likely than white drivers to agree with these statements: "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in a crash." "A crash close to home is usually not as serious as a crash farther away." "I would feel self-conscious around my friends if I wore my seat belt and they did not." "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the attitude statements of the Hispanic segment) Some indication that young men perceive belts as "not cool" among their peers Generally, African-Americans have many of the same reasons for nonuse as the general population, including driving only a short distance, forgetfulness, discomfort, and concern about wrinkling clothes.



SEGMENT #1
18- 34-YEAR-OLD
MALES WHO DRIVE
PICKUP TRUCKS

Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information), particularly among wealthier and/or more highly educated subsegments
- Enjoy watching major sports and NASCAR
- Enjoy participating in outdoor sports and recreational activities, such as hunting and fishing
- Computer game and video game enthusiasts

SEGMENT #2 TEENS

Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information)
- View themselves as part of the MTV generation; not likely to be offended by messages that are offbeat, daring or politically incorrect
- Computer game and video game enthusiasts
- Comfortable with and skilled at using advanced telecommunications technology

SEGMENT #3 TWEENS

Selected media and lifestyle preferences

- Depending on age, TV viewership ranges from Cartoon Network to MTV and VH1. Also attracted to comedy-type shows, as well as cable TV's Comedy Central.
- Music enthusiasts, with a repertoire of music preferences that includes rock, urban, Hispanic, contemporary hits and alternative.
- Computer game and video game enthusiasts
- Parents highly involved in the child's activities, ranging from youth sports to performing arts

SEGMENT #4 HISPANICS

Selected media and lifestyle preferences

- TV networks with highest ratings of Hispanic viewers: Univision and Telemundo
- Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer, especially the World Cup
- Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hit radio

SEGMENT #5 AFRICAN-AMERICANS

Selected media and lifestyle preferences

- Avid fans of televised professional and college basketball and football.
 Also watch professional wrestling and boxing.
- Enjoy music (particularly urban, rap and R&B styles) offered via radio, CDs, downloads and live concerts
- Although not motorsports fans, high interest in enhancing their own vehicles (including motorcycles)

What we should say or show about part-time belt usage that resonates with them

- Expense of paying a fine
- Hassles and costs related to being injured in a crash
- Possibility of job loss (and therefore, his and family's primary source of income) due to injury in an accident; "wear it for your family"
- Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group)
- Connote belt use as a smart thing to do, rather than something that's required

What we should say or show about part-time belt usage that resonates with them

- Threat of having to pay a fine
- Threat of crash/injury caused by "the other driver"
- Reward or incentive program for wearing belts
- Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims
- Possibility of loss of job skills or educational advancement, due to injury in a crash
- Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

What we should say or show about part-time belt usage that resonates with them

- Threat of injury that will interrupt participation in sports, music, dance, and various other qualityof-life activities
- School-based information/ education programs and literature (for both children and parents)
- Reward or incentive program for wearing belts
- Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims
- Leverage parents' longings and drives to "do the right thing," to be "good/smart parents," and to be protectors of their children

What we should say or show about part-time belt usage that resonates with them

- Threat of being stopped by police and getting a ticket
- Threat of sustaining life-altering or job-ending injuries
- Threat of financial, mental and physical burden on family
- Educational/informational based programs implemented via faithbased organizations
- Use Spanish in all communication vehicles; include relevant Spanish images
- Present real stories of how safety belts saved Hispanic drivers/passengers from injuries
- "Be a safe driver for your family and friends"
- "Set an example for your family and friends"

What we should say or show about part-time belt usage that resonates with them

- Reminder messages that "it's the law." Also, implication of threat of being stopped by police and getting a ticket.
- Emphasis on the unpreventable and unpredictable risks involved when drivers don't buckle up
- Educational/informational based programs implemented via faithbased organizations, community religious leaders, local health and medical providers and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted
- Use culturally relevant themes, images, and media vehicles.
 Including people in the messages is important.
- If enforcement is portrayed, use African-American officers so as to not reinforce concerns about racial profiling





CHILD SAFETY SEATS SEGMENT #1- PARENTS AND GRANDPARENTS OF INFANTS AND TODDLERS	CHILD SAFETY SEATS SEGMENT #2 – PARENTS AND GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS
 Demographics Adults ages 18 to 34 (parents) and 50+ (grandparents); drivers for children birth to age 4; emphasis on residents in rural areas and on people in lower income brackets 	 Demographics Adults ages 25 to 39 (parents) and 50+ (grandparents); drivers for children ages 5 to 8 (less than 4' 9" in height); emphasis on residents in rural areas and on people in lower income brackets
Lifestyle and social characteristics that lead to problem behavior Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly, for example: Positioned in front seat Facing the wrong direction Loose and/or poorly attached straps Damaged straps, seat shells and other parts Retainer clip misuse In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc. Economic constraints If several passengers in vehicle, space for seat may be limited General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained Among parents of toddlers, perception that a regular safety belt is sufficient	Lifestyle and social characteristics that lead to problem behavior Economic constraints Booster seat not needed for "short trips" General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained Perception that a regular safety belt is sufficient Extra passengers in vehicle, limiting available space for the booster seat Child knows how to "escape" from seat Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")
Selected media and lifestyle preferences • Highly attentive to information, topics, how-to's and tips on raising children	Selected media and lifestyle preferences Highly attentive and interested in information, topics, how-to's and tips on raising children Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.
What we should say or show about safety seat nonuse that would change behavior For parents/grandparents/adult drivers: • Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety • Present proper use of safety seats as a serious, life-or-death matter • Explain how misuse of a safety seat can be as dangerous as nonuse • Provide facts about the types and numbers of injuries associated with nonuse and misuse	What we should say or show about booster seat nonuse that would change behavior For parents/grandparents/adult drivers: • Threat of having to pay a fine • Threat of accident/injury caused by "the other driver" • Reward or incentive program for using booster seat • Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims • Possibility of child's loss of quality of life, educational advancement or future job skills due to injury in an accident



The National Enforcement Mobilization

The cornerstone of our national communications program is the national "Click It or Ticket" enforcement mobilization during the May/Memorial Day period supported by paid national media advertising and national earned media activities.

While specific launch details for the 2007 mobilization are still to be determined, it will closely resemble the activities surrounding the 2006 national "Click It or Ticket" mobilization, in which state and local law enforcement agencies across the country mobilized in late May through Memorial Day for a two-week enforcement blitz targeting individuals who are not wearing their seat belts. The mobilization is supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement effort.

2006 National Mobilization "Click It or Ticket"

Earned Media Period: 5/14- 6/4

Advertising Paid Media: 5/15 - 5/31

Enforcement Period: 5/22 - 6/4

As noted above, the primary target audience for the mobilization period is men ages 16 to 34, skewed towards young men who drive pickup trucks. In addition, for this campaign, newly arrived male Latino immigrants and African-American men are considered secondary and tertiary targets respectively. Assessments of past mobilization efforts have shown that targeting these high-risk demographic groups with paid-media buys for enforcement campaigns has resulted in increased seat belt use among these targets.

For reference, a summary of the 2006 "Click It or Ticket" National Paid Media Plan is included in the Appendix of this plan under Exhibit 2, page 50.

Bridging the Mobilizations

Our efforts for 2007 will also feature additional calendar-specific marketing events that help us deliver our core occupant protection messages. These calendar-specific marketing events are outlined in more detail beginning on page 34.

Over the course of the year, specific events and messages will address a number of different target-audience segments. For seat belts, five segments will be targeted: 16- to 34-year-old rural males who drive pickup trucks, teens, tweens, Hispanics and African-Americans. For child passenger safety emphasis, two additional segments will be targeted: parents and grandparents of infants and toddlers, and parents and grandparents of children old/large enough for booster seats.



Core Campaign Messages

Throughout these activities, we will utilize several different creative tag lines to promote our core occupant protection messages to different audiences.

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during mobilizations. Communicates a strong, straightforward message: If you don't wear a safety belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message could become diluted, especially in states with only secondary safety belt laws.	Males, ages 16-34	"Click It or Ticket"
Social norming	Soft-sell message that does not mention enforcement. Includes both safety belts and child passenger safety seats, so it has more of a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females ages 25-54)	Buckle Up America. Every Trip. Every Time.
Social norming	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help keep their children from injury or death.	Families with children ages birth to eight.	"4-Steps for Kids"
Social norming	This is designed to educate parents of young children who have outgrown their toddler seat that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages 4-8	"If They're Under 4'9", They Need A Booster Seat"

Detailed event planners or tool kits will be made available to our many partners in both English and Spanish on www.BuckleUpAmerica.org and on www.TrafficSafetyMarketing.gov. Creative for collateral materials will be posted approximately three months before each event and earned media materials posted approximately two months prior to each event in order to give partners time to initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement versions to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement planned in their communities.

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events will also be considered. These promotional partnerships will be announced in the planners as appropriate.



Regional Demonstration Projects

NHTSA has also recently been working with several states on a series of regional demonstration projects to test varying messages and approaches in increasing seat belt use rates among pickup truck occupants, as well as all drivers and passengers in the nation's more rural areas.

More detailed information and sample planner materials from these regional demonstration projects can be found through the following web sites:

- "Buckle Up in Your Truck" Southeast: www.pickupsafetybelt.com
- "Buckle Up in Your Truck" Southwest: www.buckleupinyourtruck.com
- Rural Drivers/Passengers Great Lakes: www.greatlakesproject.org

A Proposed Calendar of Year-Round Marketing Activities in Support of Seat Belts and Child Safety/Booster Seats

To reach out to and remain in regular, recurring contact with a targeted majority of America's part-time seat belt users and nonusers, as well as parents and grandparents of young children who need to be using child passenger safety seats and booster seats correctly, a variety of specific year-round event initiatives with proposed alliances and activities is outlined on the pages that follow. The section begins with the Valentine's Day period for National Child Passenger Safety (CPS) Week and a first-ever National Seat Check Sunday safety mobilization.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on **www.TrafficSafetyMarketing.gov** and **www.BuckleUpAmerica.org**, and then tailor these ideas and resources to fit their own unique marketing situations, objectives, and needs.

For instance, there may be some cases where a "nonenforcement" theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community intends to include a high-visibility enforcement blitz as part of the event effort, then clearly the enforcement-driven theme line "Click It or Ticket" should be used.



February 2007

Calendar Event

National Seat Check Sunday/Child Passenger Safety Week

Primary Purpose

To leverage National Child Passenger Safety Week as well as the holiday hype and commercial promotion centered around the Valentine's Day period, launch and promote a new National Seat Check Sunday – February 11, 2007 – and remind parents to always "protect the ones you love" by wearing their own safety belts and by making sure their children are always safe and properly restrained for their size and age in appropriate child safety seats.

Window of Opportunity

February 11-17, 2007

Message of Emphasis

National Seat Check Sunday/4-Steps for Kids Booster Seats

Primary Audience

All parents/caregivers of young children

Potential Theme

"Under 4'9"? Booster Every Time" www.boosterseat.gov

Potential Planner Components

Unique collateral templates for:

- Handout card
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template











May/June 2007

Calendar Event

"Click It or Ticket" National Enforcement Mobilization

Primary Purpose

Maximum enforcement visibility and publicity about enforcement blitz

Window of Opportunity

May 14-28, 2007

Message of Emphasis

"Click It or Ticket"

Primary Audience

All men, ages 18 to 34, with special emphasis on rural pickup truck drivers, Hispanics and African-Americans

Secondary Audience

Part-time belt users and their family members

Event Theme

"Click It or Ticket"

Potential Planner Components

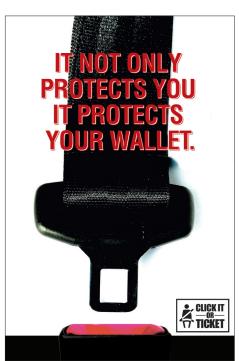
Unique collateral templates for:

- Handout card
- · Static cling art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template for endorsing mobilization
- Op-ed template
- Letter to editor template
- Radio PSA script template







November 2007

Calendar Event

Thanksgiving Weekend Travel

Primary Purpose

To use the holiday hype and the heavily traveled Thanksgiving weekend as a way to remind part-time belt users of the need to always wear their safety belts and to ensure that all of their passengers are always buckled up, every trip, every time.

Window of Opportunity

November 12-25, 2007

Messages of Emphasis

"Click It or Ticket"

"Buckle Up America. Every Trip. Every Time."

Primary Audiences

Part-time belt users and their family members

Potential Theme

"Tighten Your Belt Before and After Thanksgiving Dinner. Buckle Up America. Every Trip. Every Time." "Click It or Ticket"

Potential Planner Components

Unique collateral templates for:

- Handout card
- In-store poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template
- Op-ed template
- Letter to editor template
- Radio PSA script template







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Super Bowl Sunday

IMPAIRED DRIVING

Fans Don't Let Fans Drive Drunk Primary Message:

February 11 - 17, 2007

CPS Week

Booster Seats 4-Steps for Kids OCCUPANT PROTECTION Primary Message: Secondary Message:

March 11 - 17, 2007

St. Patrick's Day

IMPAIRED DRIVING

Buzzed Driving is Drunk Driving Primary Message:

April 1 – 8, 2007 Teens

180

April 23 - May 4, 2007 Motorcycle Awareness

TBD IMPAIRED DRIVING Wessage:

May 14 - 28, 2007

"Click It or Ticket" National Enforcement Mobilization

Click It or Ticket OCCUPANT PROTECTION Message:

June 24 – July 7, 2007

Fourth of July IMPAIRED DRIVING Drunk Driving. Over the Limit. Under Arrest. Buzzed Driving Is Drunk Driving Primary Message: Secondary Message:

August 15 - September 3, 2007

December 1 - 14, 2007

Holiday Season

IMPAIRED DRIVING

Impaired Driving National Enforcement Crackdown IMPAIRED DRIVING

Message:

Buzzed Driving is Drunk Driving

Primary Message:

December 15 - 31, 2007

Holiday Season

IMPAIRED DRIVING

Drunk Driving. Over the Limit. Under Arrest.

Halloween

IMPAIRED DRIVING

Buzzed Driving is Drunk Driving Primary Message:

November 12 - 25, 2007

OCCUPANT PROTECTION

Thanksgiving Weekend Travel

Buckle Up America. Every Trip. Every Time. Click It or Ticket Primary Message: Secondary Message:

Sports and Entertainment Marketing Buckle Up in Your Truck Rural Occupant Protection Speeding

Other Communications Support

Drunk Driving. Over the Limit. Under Arrest.

Primary Message:

Note: Calendar dates and themes are subject to change.



national communications plan 2007

NOTES

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NOTES



EXHIBIT 1

2006 HVE Impaired Driving Crackdown - Drunk Driving. Over the Limit. Under Arrest.

I. Flight Dates

A. Advertising Campaign (Paid Media): In order to include three weekends of advertising activity, but stay within the 15-day-long campaign length and skew to the back of the week, traditional media weight was flighted as follows:

On-air: Wednesday 8/16 – Sunday 8/20 (5 days) Hiatus: Monday 8/21 – Tuesday 8/22 (2 days) On-air: Wednesday 8/23 – Sunday 8/27 (5 days) Hiatus: Monday 8/28 – Tuesday 8/29 (2 days) On-air: Wednesday 8/30 – Sunday 9/3 (5 days)

B. Enforcement Mobilization Period: August 16 - September 4

II. Budget

National/Network budget allocation = \$11MM

III. Campaign Geography

The \$11MM budget was allocated for national advertising only.

IV. Media Buying Target Demographic

A. Primary: Men 21-34*, which included the two subgroups of Risk Takers (men 18-29) and Blue Collars (men 25-34). Overall, the male 21- to 34-year-old demographic is a high-risk group. Since their behavior is strongly influenced by enforcement, they were the primary target audience for this enforcement crackdown campaign. They are generally unaware of blood alcohol content (BAC) levels.

Media & Lifestyle Preferences:

- TV: ESPN, Comedy Central, Spike TV, Speed Channel, Fox Sports, etc.
- Sports, music and pop culture
- Internet savvy (especially Risk Takers)
- **B.** Secondary: "Newly Arrived Latino Immigrants," men 21-34 who speak primarily Spanish and are unaware of impaired driving laws and blood alcohol content (BAC) levels.
 - * Note: While our primary impaired driving prevention target remains men, ages 21-34, the standard media buying target demographic encompassing this group is expressed as men 18-34.

Media & Lifestyle Preferences (Spanish language media):

- Radio
- Hispanic TV Networks: Univision, Telemundo, etc.
- Latin music (listening and dancing)
- High Internet usage on Latino sites only



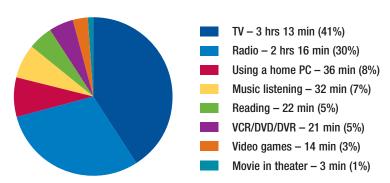
V. Media Strategy

Network broadcast television and cable television served as the primary mediums to deliver the *Drunk Driving. Over the Limit. Under Arrest.* campaign message nationally. Network radio was used as a secondary medium to build additional reach plus message frequency against our target audiences. Alternative media (video games, web sites and Wireless Access Protocol [WAP]) was used as a tertiary medium.

A. Television Strategy: Despite the fact that our two primary target audience segments, Risk Takers (men 18-29) and Blue Collars (men 25-34), have different profiles, they both tend to have high indexes on the same broadcast and cable TV networks. (See Broadcast and Cable Viewing Chart on page A-5.)

Though there has been some erosion of male 18-34 viewership from broadcast television, it remains a viable medium. Some of the erosion has been picked up by cable network television and some has gone to alternative media like on-line (video) games. Despite this shift in viewing habits, TV (broadcast and cable) is still the best medium to reach men 18-34.

Men 21-34 spend more than seven hours daily consuming media. TV makes up the biggest part of their media diet.



Source: MTVN Leisure Time Study. Includes simultaneous media consumption.

- 1. Reach: Programming on broadcast networks such as NBC, FOX, UPN and CBS and ABC did an excellent job of reaching both of these male audience segments. (See Broadcast and Cable Viewing Chart on page 42.)
- 2. Reach & Frequency: Several cable networks were effective in adding reach and building frequency against both segments. The following cable networks indexed high against the male 18-29 and 25-34 targets and were used for this campaign: Comedy Central, ESPN, ESPN2, Speed Channel and MTV. (See Broadcast and Cable Viewing Chart on page 42 and 43.)

We advertised during those times of the day when television viewing by our target audiences is at its highest. Those dayparts indexing over the norm of 100 for Rick and Bob are:

- Late Night
- All Night
- Weekend Sports



Though the Prime Time daypart during the week and weekends did not index over 100, many individual Prime Time programs perform well against our targets.

	M 18-34	
Program	Rating	Network
Simpsons	7.2	FOX
Family Guy	7.0	FOX
American Dad	6.0	FOX
Lost	5.7	ABC
War at Home	5.6	FOX
CSI	5.6	CBS
Grey's Anatomy	5.0	ABC
My Name is Earl	4.7	NBC
Prison Break	4.6	FOX
King of the Hill	4.1	F0X

Source: FOX research department - Regular 6 - net prime programs

Late Night and All Night programs performing well to our targets are:

LATE NIGHT			
Program	Rick Index	Bob Index	College Youth index
SNL	163	143	142
Craig Killborn	300	126	88
Conan O'Brian	198	159	193
David Letterman	109	92	96
Jimmy Kimmel	177	84	179

Source: MRI 2005 Double Base

ALL NIGHT				
Program	Rick Index	Bob Index	College Youth index	
SNL	81	118	153	
Tonight Show	132	126	125	
Conan O'Brian	202	99	162	

Source: MRI 2005 Double Base



Sports performs very well for Rick and Bob, and our flight will be on-air during NFL pre-season games. Even though it is pre-season, these games indexed very well.

Network	Rick Index	Bob Index	College Youth index
ABC NFL Pre-Season	125	147	89
CBS NFL Pre-Season	142	150	92
FOX NFL Pre-Season	139	146	93
NASCAR	97	141	81
Wrestling	86	169	102

Source: MRI 2005 Double Base

Television is an excellent medium for reaching young Hispanic men. Spanish language programming of all types, Sports, News, Prime and Late Night perform extremely well.

	Net of Sports Programs	Net of News Programs	Net of Late Night Programs	Net of Prime Programs
Hispanic Male 18-34	664	725	772	733

Cable network television offers several networks that perform well against our targets and help to build frequency off the base of reach established by the broadcast networks. Cable networks also offered us more of an opportunity to reach college students whose use of broadcast television is lower than that for Rick and Bob. Some of the top-performing networks for our targets are:

Network	Rick Index	Bob Index	College Youth index
Comedy Central	222	181	168
ESPN	210	165	109
FX	194	165	145
MTV	288	191	231
Speed	205	196	86
TBS	147	128	117
TNT	111	114	101

Source: MRI 2005 Double Base

Cable penetration among Hispanic households where Spanish is the primary language spoken indexes at just 51 among all Hispanics according to the MRI 2005 Double Base research. We will rely on our over-the-air (broadcast) Spanish language networks to convey our message.



B. Radio Strategy: As indicated earlier, radio served as a secondary medium to increase our reach while generating higher levels of frequency. Radio's prime time is during the day, while TV's prime time is at night. It is the number-one medium of choice Monday-Friday 6AM-6PM, so it was an excellent complement to nighttime broadcast and cable TV.

Programming Strategy

Radio formats that index high for our three targets are:

Formats	Rick Index	Bob Index	College Youth index
Alternative	391	219	208
CHR	177	154	202
Classic Hits	135	163	115
Classic Rock	180	192	121
Rock	242	225	165
Sports	276	203	86

Source: MRI 2005 Double Base

Radio ran on national networks that enjoy a high composition of our two primary audiences. Some of these are detailed below:

Networks	Rick Index	Bob Index	College Youth index
ABC ESPN	281	232	96
Premiere Diamond	166	139	149
Premiere Emerald	175	177	205
Westwood-The Edge	501	210	138

Source: MRI 2005 Double Base

In addition to the networks listed above, we will consider personality-based programming such as:

- Don & Mike Show
- Bob & Tom

• Love Lines - Dr. Drew

- The Tom Leykis Show
- Rick Dees

Jim Rome

- John Boy & Billy
- Ryan Seacrest

Hispanic Audience: Since our target (newly arrived Latinos) have a strong preference for Spanish-language media, we also focused on networks like Univision Radio, ABC Hispanic Advantage Network and Hispanic Communications Network (HCM).

Radio Provides Recency

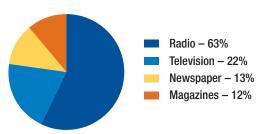
Place the advertising message in the "window of purchasing opportunity."

"Recency Planning starts with the idea that *when* is more important than *how many*. Advertising's job is to influence the purchase. Media Planning's job is to place the message in that window."

Radio is the #1 medium prior to making the largest purchase of the day... 63% of listeners listen to radio within one hour before that purchase.



Media Exposure Prior to Purchase



The theory of recency can be applied to taking an action just as it applies to making a purchase.

To apply the theory of recency and react to alcohol-related driving fatalities occurring toward the end of the week and evenings, we will schedule our radio weight, as much as possible, to lead into this period from a time-of-week and time-of-day perspective.

Alternative Delivery Radio

On-line Radio

39% of Americans have listened to on-line broadcasts of over-the-air radio stations or stations available only on the Internet.

The monthly Internet radio audience represents approximately 38 million Americans, and the weekly audience represents nearly 19 million Americans.

The average Internet radio consumer spends approximately five hours a week with the medium.

PR0	FILE OF THE U.S. POPULATION INTE	RNET USERS AND THE INTERNET	RADIO AUDIENCE
Demographics	U.S. Population %	Internet Users %	Last Month Internet Radio %
Men	48	48	57
Women	52	52	43
18-24	13	14	21
25-34	18	20	27
35-44	21	22	24
45-54	19	20	19
55-64	13	13	7
65+	16	11	2
College Student	8	9	15
White	78	80	78
African-American	11	10	11
Hispanic/Latino	12	9	11

Source: MRI 2005 Double Base



If we look at these numbers on an index basis we see that Internet radio is listened to above average by young men and students.

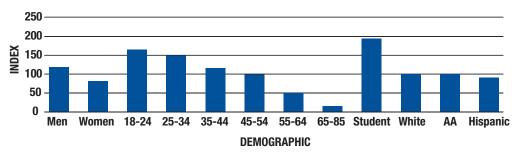
Internet Radio Networks:

- Yahoo!'s LAUNCHcast
- Live 365

Windowsmedia.com

- AOL Radio Network
- MSN

Listen to Radio on the Internet – Index



Source: MRI 2005 Double Base

C. Internet: Based on the information below, we utilized several on-line options to generate additional reach and frequency for the campaign:

Alternative Strategy

Video Games

Background – 100 million gaming consoles in US households, 60 million hand-held games, growing number of game-enabled cell phones, *Ad Age*, March 22, 2004

1.6 million men 18-34 are gaming each evening, Media Post, April 5, 2004

Over 13 million gamers currently are playing on-line, 3 million through PS2 and Xbox consoles

Characteristics

- Immersive and interactive advertising
- Involved user
- Scalability
- Effective reach and real "touch points"
- Timed broadcast ability to match campaign flight

Strategies – Game genres we will want to consider in the Massive Network include Action (Tomb Raider), Racing (TOCA Race Driver 2), Strategy (Splinter Cell), Sports (Ski Resort Extreme), Shooter (Rainbow Six) and Simulation (Roller Coaster Tycoon).



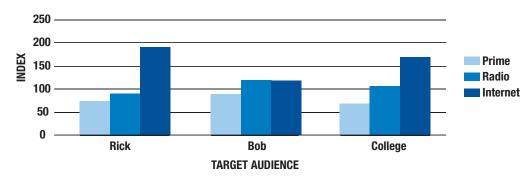
On-line

.Com Advertising

- 57MM men 18-34 have access to the Internet
- Men 18-34 tend to view the Internet as an entertainment vehicle vs. a utilitarian vehicle
- Spend an average of 32 hours on-line per month
- Consume 3,370 pages/month 27% more than the average Internet user
- Highest share of visits by category Gaming

When we look at Internet usage by three of our target audiences (Rick, Bob and College Youth) based on quintiles we see the strength of the Internet. The following chart details the two heaviest usage quintiles for Prime Time television, radio and the Internet. Though we know that Prime and radio perform well against our target audiences when bought selectively, the Internet, as a whole, indexes very high.

Index of Media Usage by Quintiles I & II



As with television and radio, Internet indices increase dramatically when we look at selective sites. Gaming is a genre that does very well against young men. The sites detailed below index well above the Internet usage indices as a whole.

Sites	Index
Electronics Arts	697
Gamespot	1146
Gamespy	1060
IGN	1068
Tale	1000



If we drill down a bit further and look at young men 18-34 who go to bars and clubs we see gaming sites doing well again, as well as men's lifestyle and People 2 People sites.

Sites	Index
FHM (FHMUS.com)	839
Maxim	770
Gamespot	625
Cigar Aficionado	595
Friendster	532
Myspace.com	521
IGN	461

What we see here is reaching our primary target audiences via the Internet with genres that command their interest. Those genres are girls, sports, games and friends.

We also bundled our network television buys with very appropriate web sites, as described below:

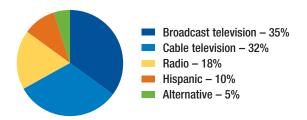
ESPN: ESPN.com and ESPNmotion

Turner Sports: NASCAR.com

• CBS: CBSsportsline.com and NFL.com

VI. Media Dollar Allocation

Dollars will be allocated as close to as follows in order to achieve the communication goals for our "Rick", "Bob", "College Youth" and Hispanic targets.



This allocation should deliver the following reach and frequency by measured medium against men 18-34:

Medium	% Reach	Average	GRPs - 2 Weeks
Television	82	6.6	540
Radio	44	23.2	1,016
Total	90	17.3	1,556
Reach @ 8+ = 41%			



VII. Support Activities

A. Earned Media

Launch Event

- 1. A Crackdown launch event was created. It included preparation of all talking points, coordination of partners and speakers; pitching DC-area media to turn out and cover the August 16 press (launch) event; all event staging and audiovisual logistics and day-of-event arrangements; recruitment of "dosee" candidates; coordination of the impaired driver demonstration; on-site logistics with NHTSA regional office staff and local Montgomery County Police Department staff, etc.
- 2. A national Bites & B-Roll (BBR) was approved and distributed. More than 52 million viewers were reached by more than 750 TV news stories aired across the country from the BBR.
- 3. A national Satellite Media Tour (SMT) featuring NHTSA Administrator Nicole Nason was also arranged and coordinated.
- 4. Twenty-four national radio interviews were arranged and conducted during the launch period reaching several million viewers.
- 5. More than 1,000 local news clips for the crackdown were tracked during August.

B. Planner Materials

- 1. Earned media planner materials were produced for State and alliance partners. The materials were posted on the stopimpaireddriving.org web site and included talking points, a news release, editorial, letter-to-the-editor, etc.
- 2. Posters and print ads promoting the new *Drunk Driving. Over the Limit. Under Arrest.* message were also produced and posted on-line at stopimpaireddriving.org.

C. Product Integration

1. Telefutura (Hispanic TV Network)—Production and placement of three storyline integrations for the *Drunk Driving. Over The Limit. Under Arrest.* message in the network's Prime Time Novellas (Soap Operas).



EXHIBIT 2

2006 Occupant Protection Campaign - "Click It or Ticket"

I. Flight Dates

- A. Advertising Campaign (Paid Media): May 15-29
- B. Enforcement Mobilization Period: May 22 June 4

II. Budget

A. National (network): \$10 million

III. Campaign Geography

This campaign ran nationally and provided media exposure to all markets nationwide.

IV. Media Buying Target Demographic

A. Primary: Young men, 18-34, with a subgroup of young men who drive pickup trucks. Overall, the male 18- to 34-year-old demographic is a high-risk group. Since their behavior is strongly influenced by enforcement, they were the primary target audience for this enforcement mobilization campaign.

Media & Lifestyle Preferences:

- TV: Late Night, Sports, Fox Prime, Comedy Central, ESPN, Spike TV
- Radio: Alternative, Classic Rock, Sports
- Lifestyle: Attend rock concerts and sporting events, surf the net and play video games
- **B.** Secondary: Newly Arrived Latino Immigrants, men 18-34 who speak primarily Spanish and are unaware of the importance of wearing safety belts and unaccustomed to wearing one.

Media & Lifestyle Preferences:

- TV: Strong preference for Spanish language media Univision, Telemundo, Telefutura, etc.
- Lifestyle: Enjoy Latin music (listening and dancing), soccer and boxing. Avid radio listeners and high Internet usage on Latino sites only.
- C. Tertiary: African-American men 18-34

Media & Lifestyle Preferences:

- TV: Late Night, Music, Fox Prime, UPN, BET, Cartoon Network
- Radio: Alternative, CHR, Rock, Urban
- Lifestyle: Watch NBA, attend rock concerts, go to nightclubs, play video games

V. Media Strategy

Network broadcast and cable television served as the primary mediums to deliver the 2006 "Click It or Ticket" campaign message nationally. Network radio was used as a secondary medium to build message frequency against our target audiences. Network TV provided us with in-program (within the program) commercial placement, which delivers stronger audience numbers than at-the-break (on the half-hour breaks) spot TV commercial placement.



A. Television Strategy

- 1. Reach: It is important to reach all members of our male 18-34 demographic, but we wanted to ensure delivery to those in the demographic group who drive a pickup truck. Our programming focused on prime time, late night and sports which continue to be the heaviest viewing times for young men. Broadcast networks such as NBC, FOX, UPN, plus CBS and ABC Late Night, not only reach the male 18-34 audience but are also effective at reaching those men in the age bracket who drive pickup trucks.
- 2. Frequency: There are also a number of cable networks that index high and were effective in building frequency against men 18-34. Those networks included: Spike TV, Comedy Central, Turner Sports/Turner Entertainment (TBS, TNT & Adult Swim) and ESPN. Of these networks Spike TV, ESPN and Comedy Central enjoy the highest composition of men 18-34 who drive a pickup truck.
- 3. African-American Audience: While the Black Entertainment Network (BET) is an effective method to reach the African-American audience, the viewing habits of this group are very similar to those of the general 18-34 male target. Many of the other broadcast and cable TV networks are well suited to reach this audience. Therefore, the dollars allocated to this cable network were somewhat limited.
- 4. Hispanic Audience: The Hispanic audience needs a language-appropriate campaign. Therefore, television networks such as Univision and Telemundo, which have programming suited for our young male Hispanic target, were included in the buy.

B. TV Programming Strategy

- 1. Reach (through broadcast TV): In order to build reach with our target, we used the broadcast networks due to their higher ratings performance over the cable networks. Programming listed below generated the highest ratings against our men 18-34 target:
 - American Idol
 - MLB (Various)
 - Family Guy
 - Smallville
 - Survivor

- WWE Smackdown
- Fear Factor
- Blue Collar TV
- FF
- NASCAR Coca Cola 600
- Apprentice
- NBA (Various)
- Mad TV
 - CSI
- 2. Frequency (Through Cable Television): To build frequency we turned to the cable television networks. Their program ratings are not as high as broadcast television networks but their rates are lower. Therefore, we were able to add significant frequency to the campaign through programming such as:
 - Saturday Night Live
 - MLB (Various)
 - Turner Movies
 - NBA Games
 - The Daily Show

- Major League Baseball
- Seinfeld/Friends/Drew Carev
- Real TV
- Law & Order
- Adult Swim

- SportsCenter
- Chappelle's Show



- 3. Daypart Allocation:
 - a. The majority of the weight was allocated to the following dayparts—Prime Time, Late Night and Sports.
 - b. Sports are a particularly good way to reach men 18-34 and men 18-34 who drive pickup trucks.
 - c. Selected sports programming also reaches Hispanic and African American men 18-34.
 - d. During the "Click It or Ticket" campaign the following sports programming was on-the-air:
 - Major League Baseball
 - NBA playoffs
 - NHL playoffs
 - World Cup Soccer buzz
 - Indy 500
 - NASCAR
 - NEXTEL All-Star Challenge 5/20 at Lowe's Motor Speedway
 - NEXTEL Cup race (TBD) on 5/28 at Lowe's Motor Speedway
 - Busch Series race on 5/27 at Lowe's Motor Speedway
 - Craftsman Truck Series race on 5/19 at Lowe's Motor Speedway
 - Craftsman Truck Series race on 5/27 at Mansfield Motorsports Speedway
 - e. Attentiveness Rating
 - Commercials tend to enjoy higher attention levels if they appear in programming with high attentiveness ratings
 - Sports, especially live sporting events, command very high attentiveness levels
 - Several of the key prime and fringe programming also enjoy high attentiveness levels.
- **C.** Radio Strategy: As indicated earlier, radio was used as a secondary medium to increase our reach but most importantly generate higher levels of frequency. We focused our spot placement in morning drive (5:30A-10:00A) and afternoon drive (3:00P-7:00P) because these are the two highest listening periods throughout the day for our target audience.
 - 1. Radio ran on national networks like Westwood One, ABC/ESPN Radio Networks, Premiere Radio and Media America that deliver a high concentration of our primary target audience.
 - 2. We also scheduled spots on the following niche networks that either offer specialized programming or have a heavy concentration of stations in a region of the country that has low safety belt usage—Motor Racing Network (MRN), Performance Racing Network (PRN), Dial Global (Rick Dees/Youth Network) and John Boy & Billy Network.
 - 3. Overall, the buy focused on network stations with FM signals because they typically reach our male 18-34 target more effectively than AM stations.
 - 4. Since our Latino target has a strong preference for Hispanic language media, music and radio, we also focused on networks like Hispanic Communications Network (formerly Hispanic Radio Network), Univision Radio and ABC Hispanic Advantage Network that reach the high Hispanic population markets throughout the country.



5. In addition to the general market networks that include formats that have a high concentration of African-American men, we also scheduled ABC Urban Advantage Network which covers 70% of the US with 208 affiliate stations.

D. Alternative Media

The media consumption habits of men 18-34 continue to evolve. While TV and radio are still primary media vehicles for this age group, they are spending more and more time per week on-line playing video games, searching the web for sports and entertainment, playing fantasy sports games and downloading music. Subsequently, we included video game advertising on Massive Advertising Network in the 2006 Media Plan. In addition, we expanded our exposure on-line with advertising on espn.com (ESPN Motion & banner ads) and nascar.com (banner ads).

Video Game Advertising

- More than 70% of men 18 34 have become video game players
- The average age of a gamer is 29
- 90% of gamers do not mind in-game advertising in their games if fact they prefer it
- Gender of game players 55% male/45% female
- Time spent gaming 6.8 hours/week
- Men 18-34 spend an average of 41.7 hours playing a game they last purchased
- Benefits of dynamic advertising
 - Flexible Timing Advertising just during the two-week flight
 - Large Audience Reach a large aggregated audience of young men across multiple game titles
 - Guaranteed Ad Exposure The ad is always there, not during a commercial break as in broadcast
 - Involved Users and True Interactivity Gamers are intensely focused on video games when they are playing them

Source: MRI 2005 Double Base

.Com Advertising

- 18-34 year olds make up a little over a third (34.1%) of the total on-line population, a much larger composition of the on-line population compared to their U.S. population representation (24.4%)
- 76% of 18-34 year old males have Internet access. Males 18-34 account for 40.7% of total minutes spent on-line and 42.1% of total pageviews on-line
- 59% consider the Internet to be the most important entertainment source at home
- Highest share of visits by category Gaming



KEY USAGE STATISTICS – MEN AGED 18-34					
Users	All U.S. Internet Age 18-34	Males Variance from Average Internet User			
Unique Users (000)	169,290	28,671			
Average Time On-line Per User +18%	27 hrs	32 hrs			
Average Pages Per User +27%	2,645	3,370			

Source: comScore Media Matrix & MRI 2005 Double Base

TOP CATEGORIES BY PERCENT COMPOSITION – U.S. MALES AGED 18-34				
Users	Share of Total Category Visitors	Unique Visitors (000)		
Total Internet Users	17.8%	26,728		
Gaming Information	25.6%	9,473		
Adult	24.9%	19,159		
Personals	22.9%	8,643		
Sports	22.7%	11,972		
Entertainment – Movies	22.7%	8,426		
Retail - Sports/Outdoor	22.3%	5,631		
Entertainment – Radio/				
Automotive Resources	22.1%	8,820		
Community – Teens	22.0%	4,888		
Entertainment – Music	21.9%	14,281		

Source: comScore Media Matrix

Gaming Sites

This segment examines men 18-34 that are off-line video game users and have been to on-line gaming sites within the past 30 days. The top sites to reach these young men are:

Sites	Reach	Index
Gamespot	652,388	1146
IGN	1,089,680	1068
Gamespy	435,175	1060
Electronic Arts	415,354	697

Source: Nielsen Net Ratings via eBrains

Wireless Access Protocol (WAP) & Text Messaging

According to the MRI 2005 Double Base research, almost 80% of men 18-34 own a cellular or digital phone. Nearly 84% of men 18-34 who drive a pickup truck own a cellular or digital telephone.

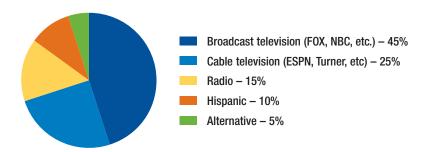
Use of a mobile phone for activities other than voice is very high among young men. Text messaging has wide appeal. Over half (52%) of subscribers age 25-34 sent or received text messages in the previous month. Among younger subscribers texting is ubiquitous, with 68% of those ages 18-24 sending and receiving text messages.



In order to deliver our occupant safety message effectively we will want to integrate it into content of interest to phone users. The ESPN WAP (Wireless Access Protocol) allows subscribers to access ESPN.com on their mobile phones. This service reaches 500,000 unique users per day.

VI. Media Dollar Allocation

- The 2006 plan focused more on sports programming than what was done in 2005.
- Radio was decreased approximately 5% versus last year's allocation due to a heavier reliance on cable TV Sports programming and alternative media. Radio is still a great tool to reach our target while in their vehicle, and has the ability to efficiently build frequency.
- Dollars were allocated as closely as possible to the following breakdown in order to achieve our communications goals and deliver the general male 18-34, African-American and Hispanic targets.



This allocation of dollars delivers the following reach and frequency by measured medium:

Medium	% Reach	Average	GRPs - 2 Weeks
Television	81	6.3	508
Radio	68	12.8	786
Total	91	13.9	1,294
8+ Reach: 52%			

VII. Paid Advertising Support Activities

A. Sports Marketing

- 1. ESPN Sport Zone Ticker
- 2. ESPN SportsCenter PSA
- 3. INDY 500 on Memorial Day weekend: Animated billboard on ABC's broadcast